



Shaping the economy of scholarly publishing

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American Chemical Society

5th International Scientific Symposium
Universität Frankfurt am Main
October 22-23, 2005



Main issues

- ◆ What are the risks/rewards for stakeholders as publishers developing pricing/access policies?
- ◆ What are the alternatives/requirements for authors and subscribers?



Stakeholders

- ◆ Editors
- ◆ Authors
- ◆ Readers
- ◆ Reviewers
- ◆ Customers (librarians)
- ◆ Members or shareholders
- ◆ Funding organizations



Key Questions

- ◆ What/why/how do we publish?
- ◆ What do stakeholders want?
- ◆ What is sustainable? Practical?



Core Assumptions

- ◆ That added-value is indeed valuable
 - Search/finding tools
 - Linking
 - Author/editorial support
- ◆ That pre- (not post-) pub peer review is critical
- ◆ That “brand” is important (imprimatur)
- ◆ That research should be disseminated broadly
- ◆ That “good enough” isn’t really enough
- ◆ That sustainability is important to all parties (maintain societies, maintain continuity, management of information/info flow)
- ◆ That publishing program is driven by the MULTIDISCIPLINARY nature of scientific research



Assessing Needs

- ◆ Of Publisher
 - Recoup costs
 - Make investments
- ◆ Of Subscribers
 - Prices
 - Administration
 - Access
- ◆ Of Readers
 - Indicators of quality
 - Credibility
 - Availability
 - Discoverability
- ◆ Of Editors/Authors
 - Credibility
 - Recognition
 - Dissemination
- ◆ Of Reviewers
 - Manageable flow of papers
 - Simplified process
 - Recognition
- ◆ Of Funders
 - Results
 - Dissemination



Factors

- ◆ Costs
 - Labor
 - Distribution (includes print and web)
 - IT/Communications
 - Housing/Equipment
- ◆ Development
 - Investment
 - Transformation of organization (print-only to print-centric to web-oriented)
- ◆ Value
- ◆ Purpose
 - Where does the money go?



The process

- ◆ Time-consuming, challenging exercise
- ◆ Dozens of staff, consultants
- ◆ Evaluation of needs/requirements of all stakeholders
- ◆ Buy-in from stakeholders
- ◆ Approval by management board
- ◆ Modeling, beta-testing
- ◆ Systems modifications/upgrades
- ◆ Roll-out





The considerations

- ◆ Preserving Society content legacy
- ◆ Generating revenue to support Society
- ◆ Supporting editors, reviewers, authors, subscribers and members
 - Manuscript tracking
 - Usage statistics
 - Administrative tools
- ◆ Broadest practical dissemination of content



ACS Journals: Front Files

- ◆ Print
- ◆ Electronic
 - “Born digital”
 - “Option A”  “Option B”  “Electronic+”
 - Site/Multi-Site/Consortium/National
 - What’s next?
 - Tiered?
 - Metered (usage-based)?
 - Combinations?



ACS Journals: Archives

- ◆ Scanned, PDFs
- ◆ Definition
 - Database?
 - Title-by-title?
- ◆ Content
 - Organic?
 - Static?
- ◆ Business model
 - Single-payment?
 - Subscription?



ACS Magazines

◆ *Chemical & Engineering News*

- Hundreds of thousands of subscribers
- News, not research
- Advertising considerations
- Archive
- Role played within Society



Some Final Thoughts

- ◆ Technology has created enormous opportunities for established and new players
- ◆ Must determine mission/goal before framing any pricing models
- ◆ Must take long-view
 - Includes role as promoters and, increasingly, stewards of scholarly record
- ◆ Can't make everyone happy



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